



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION

CHED MEMORANDUM ORDER

No. 37

Series of 2005

SUBJECT: REVISED GUIDELINES FOR THE SELECTION OF SUC PROPOSALS UNDER THE CHED UMBRELLA TECHNOLOGY COMMERCIALIZATION PROGRAM ENTITLED: "STRENGTHENING THE SUCs/HEIs IN TECHNOLOGY COMMERCIALIZATION FOR POVERTY ALLEVIATION, EMPLOYMENT GENERATION, FOOD PRODUCTION AND SUSTAINABLE DEVELOPMENT"

In accordance with the pertinent provisions of Republic Act (RA) No. 7722 otherwise known as the "Higher Education Act of 1994," and for the purpose of encouraging and supporting higher education institutions to become self-sustainable, the Commission hereby adopts and promulgates this revised set of guidelines herein attached for the implementation, support and evaluation of SUCs/HEIs applying for the aforementioned project.

This issuance herewith supersedes CMO No. 32, series 2005.

Pasig City, Philippines November 8, 2005

CARLITO S. PUNO, DPA
Acting Chairman

I. PROGRAM TITLE: STRENGTHENING THE SUCs/HEIs IN TECHNOLOGY COMMERCIALIZATION FOR POVERTY ALLEVIATION, EMPLOYMENT GENERATION, FOOD PRODUCTION AND SUSTAINABLE DEVELOPMENT

II. RATIONALE

- a. The Philippine government has declared its commitment to give utmost priority to modernize the agriculture and fishery sectors in accordance with the principles of poverty alleviation and social equity; food security; rational use of resources; sustainable development and people empowerment. This commitment is embodied in Republic Act No. 8435, otherwise known as "The Agriculture and Fisheries Modernization Act (AFMA) of 1997".
- b. CHED as the governing body for Higher Education Institutions (HEIs) by virtue of Republic Act No. 7722, is mandated to ensure the advancement of learning and research, among others. Pursuant to this, it is responsible in supporting HEIs especially the SUCs to become centers of research and development and extension services and serve as a prime mover of the nation's socio-economic growth and sustainable development.
- c. Under RA 8435, SUCs as state institutions of higher education are mandated to give priority to research and development. Moreover, SUCs should primarily utilize research results through formal and non-formal education, extension and training services. Most SUCs are mandated by their respective charters to provide advanced quality education. Further to this, they are given the task to generate technological breakthroughs and aggressively push for technology transfer and commercialization.

III. GOALS

The overall goal of the project is to strengthen the capability of the SUCs to become "engines of growth" thus contributing significantly to poverty alleviation, food production and sustainable natural resource management through massive technology promotion and commercialization.

A partnership model will be developed which aims at capacitating the SUCs to become the prime mover of agricultural growth in their respective areas of specialization or communities together with their host LGUs. Success stories and learned experiences out of the program shall then be widely promoted and replicated to the other provinces and regions.



IV. OBJECTIVES

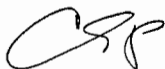
1. To add one more cropping in unirrigated farm lands that is having only one cropping per year;
2. To massively promote and commercialize proven economically viable technologies with farmers in the SUCs' host communities;
3. To improve farming systems and natural resource management for increased and sustained productivity among farmers;
4. To link young graduates/farmers with financing and marketing institutions to make agribusiness a lucrative and sustainable venture; and
5. To develop and institutionalize CHED-SUC-Farmers partnership mechanism.

V. EXPECTED OUTPUTS

1. Employment generated and increased income for both young farmers, parents and SUCs;
2. Improved and sustained farming systems through adoption of appropriate technologies (crop diversification, use of drought resistant crops/varieties, use of bio-organic farming, water harvesting technologies, etc.)
3. Institutionalization of a CHED-SUCs-Farmers Partnership Scheme.

VI. GUIDELINES FOR SELECTION OF DIRECT BENEFICIARIES

- a. **Must be matured, economically viable and can be easily adapted**
 - Technologies that are well developed
 - Technologies that needs lesser refinement
- b. **Must have a gestation period of one year**
 - Technologies that mature in a shorter period of time and can yield greater opportunities are highly preferable
- c. **Technologies must yield highly marketable products**
 - Products of chosen technologies should be able to attract larger markets which should include clientele from varying sectors and a possibility of drawing attention from investors or other entrepreneurs.
- d. **Must be sustainable and environment-friendly**
 - Technologies should be able to support environmental development



- Should also support economic sustainability of a community for a long period of time.

VII. PROJECT MANAGEMENT/IMPLEMENTING STRATEGY

1. In each province, the project implementation will be spearheaded by the leading SUC preferably in partnership with the host LGUs. The implementing SUC together with the partner provincial and municipal LGUs are expected to share their resources and expertise to ensure success of the project. At the municipal level, the host municipality shall be given preference in the selection of project sites.
2. A Project Management Office (PMO) shall be set up at the CHED Central Office. The PMO shall be responsible in the overall coordination, monitoring and evaluation and other managerial functions of the program at the national level.
3. At the local level, the overall management and supervision shall be the responsibility of a Project Steering Committee (PSC). This inter-agency committee shall be composed of by a SUC President, Municipal Mayor, Area Manager of Government Funding Institutions (GFIs), Provincial Local Government Unit (LGU) representative. The PSC shall be responsible in providing policy direction and guidelines and approval of proposals before these are endorsed to the CHED for initial funding.
4. The PSC shall agree on the project organizational structure and designate a Project Manager/Director. A Project Manager (PM)/Director who is preferably the incumbent Research Director or VP for Research and Extension of the implementing SUC will administer the project. He shall be in-charge of the day-to-day operation of the project in close coordination with the LGU point person preferably the Municipal Agricultural Officer. Under the PM will be the Unit Heads for CO/IEC and Training, Technology Application/Commercialization, Credit and Marketing. Each Unit Head shall implement their specific concerns and activities with the farmers-cooperators who are willing to be involved.
5. A mechanism shall also be set up to effectively monitor and evaluate the implementation of the programs and determine progress and impact and outcomes vis-à-vis set goals. The information needs of the LGU and farmers as far as science and technology advancements, markets, costs and prices as well as problems and issues and concern of target clientele shall also be monitored and attended to.
6. Periodic evaluation of the program shall be necessary to assess performance and institute improvements and/or corrective actions in cases of slippages.
7. The number of agriculture and fishery-based rural enterprises established and an increase in income among farmer-beneficiaries shall gauge the ultimate measure of success of the program.